

City of Burien

Request for Proposals

July 21, 2015



Project Overview:

In January 2015, the Burien City Council identified brand development as one of five priority economic development goals and actions for 2015. The purpose of the Burien brand strategy process is to clarify the factors that contribute to Burien's unique identity as a compelling place to live, work, and conduct business. Through this brand positioning, the City of Burien expects to take charge of this image and project our vibrant and creative identity to the greater Puget Sound region and beyond.

The City is requesting proposals from qualified respondents to prepare a branding and marketing plan. This plan should evaluate current conditions using internal and external focus groups. Proposals should include a comprehensive brand story with creative messaging, a marketing plan, and implementation schedule with measurable objectives to track the plan's success.

The estimated budget for the project ranges from \$75,000 to \$150,000. If a firm feels that additional funds are necessary, a detailed explanation should be included.

Community Profile:

Burien is a young, growing city built from a 100-year-old waterfront community on the Puget Sound. The City consists of approximately 50,000 residents who take pride in their neighborhoods, actively preserve the marine biodiversity of the area and protect their public spaces. The community is diverse: housing ranges from starter to high-end homes, including condominiums and apartments of all sizes. The City has direct access to Sea-Tac Airport, the Seattle and Tacoma seaports, Downtown Seattle, and the Puget Sound coast.

In partnership with private sector developers, the City is in the process of completing the Town Square redevelopment with construction currently in progress for high-end senior housing and market-rate apartments. With a planned completion date during spring 2017, these buildings will bring density and intergenerational living to the downtown area. Additionally, the City has identified a number of exceptional elements which contribute to its economic development. These include a thriving medical and wellness cluster, diversity of restaurants and ethnic markets, a walkable downtown, and support for community arts and cultural activities.

Project Scope:

The City is looking for a comprehensive evaluation of current conditions and opportunities for robust brand development. A successful process should include the following elements with an example deliverable for each phase:

1. Community assessment
2. Stakeholder input
3. Sample alternatives for internal review
4. Strategic Implementation Plan
5. Performance Measurement Plan

Submittal Requirements:**Part 1: Cover Letter and Introduction**

Introduce your company and provide an Executive Summary describing your understanding of the Project Goals, as well as the overall philosophy for the project. Provide a brief summary of your approach should your firm be selected. Identify any elements your firm would need from the City or other sources in order to effectively complete the project.

Part 2: Statement of Qualifications

Provide a profile of your company, including a description of the roles and responsibilities of each team member who would be engaged in the project. Describe your previous municipal and/or public agency branding experience and how it uniquely qualifies your firm to engage with the City.

Part 3: Specific Project Examples

Include a minimum of three (3) examples of similar projects executed by your company. The project descriptions should include a timeline and project cost.

Part 4: References

Include at least three (3) client references from previous projects of similar scope.

Part 5: Project Cost and Schedule

Prepare a schedule and cost estimate with a detailed breakdown for each phase within the Project Scope.

Submittal Deadline:

Responses should be submitted via email (pdf format preferred), mailed, or hand delivered (3 hard copies). All responses should be marked with the subject **Burien Branding Proposal**. Faxed submittals will not be considered.

Submittal Address:

City of Burien

Attn: Dan Trimble

400 SW 152nd Street, Suite 300

Burien, WA 98166

Submittals should be received at the City by 4:30pm on August 13, 2015. Late submittals will not be accepted.

Evaluation Criteria:

Proposals will be evaluated based on the following criteria:

- Quality and results of recent municipal or other public sector branding and marketing projects;
- Level of stakeholder/target audience engagement;
- Knowledge of local and regional market forces, and understanding of the City's approach and needs;
- Competency and reputation of the firm based on references and past performance; and
- Proposed budget and ability to meet deadlines.

Anticipated Schedule of Events:

Distribution of RFP	July 21, 2015
Deadline for receipt of submissions	August 13, 2015
Interviews	September 7 - 11, 2015
Final Selection	October 1, 2015
Project Completion	July 1, 2016

The City reserves the right to modify the proposed timeline as necessary and will notify all affected parties of any modifications.

General:

Questions regarding this RFP or the submittal process should be directed to Dan Trimble (dant@burienwa.gov) at 206.248.5528. All responses will be provided via email. Unauthorized contact regarding this RFP with any other City employee may result in disqualification.

If selected, the firm will be required to execute a City of Burien Professional Services Contract (See Addendum A).

The City reserves the right to reject any and all submittals and to waive irregularities and informalities in this RFP process. This RFP does not obligate the City to pay any cost incurred by respondents in the preparation and submission of a proposal and statement of qualifications. All such costs shall be borne solely by each submitter. Furthermore, the RFP does not obligate the City to enter into a contract or proceed with the procurement of the project.

Materials submitted in response to this competitive procurement shall become the property of the City and will not be returned. All submittals received will remain confidential until the completion of the selection and contracting process. Once complete, all submittals are deemed public records and are subject to the applicable Public Records statutes.